



Habit has made you careless of the dangers that lurk in a bristle-shedding tooth brush; of the harm that a single Bristle can do when swallowed or lodged in the gums or throat.

Why chance the dangers, now that all risks of loosened bristles are eliminated by the RUBBERSET TOOTH BRUSH.

The RUBBERSET way is the only positive, absolutely lasting method of fastening bristles into a brush so that not a single bristle can escape.

SAFETY

The bristles in the RUBBERSET TOOTH BRUSH are first dipped in soft, pure Para rubber. This rubber is then vulcanized on superheated electric tables to a flint-like hardness, and when so vulcanized, is absolutely impervious to liquids, chemicals or age. Each bristle is guaranteed to hold in this base forever. If is for this reason that the

RUBBERSET TOOTH BRUSH is the Safety Tooth Brush

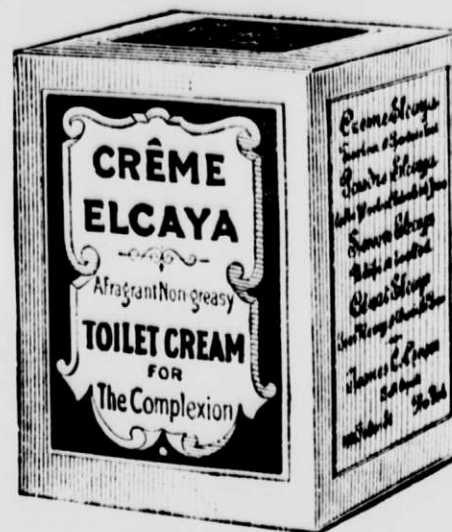
Every RUBBERSET TOOTH BRUSH is made of the finest imported bristles. The handle is made of Alberite ivory and correctly shaped. The shaping of the tufts is most precise and scientific, insuring the cleansing of the teeth and of the crevices between the teeth. Each RUBBERSET TOOTH BRUSH is sterilized and packed in an individual dustproof carton. If you are unable to buy a RUBBERSET TOOTH BRUSH from your regular dealer send us his name and we will see that you are promptly supplied.

RUBBERSET COMPANY

R. & C. H. T. Co., Props. Factories Newark, N. J.

Makers of RUBBERSET Shaving Brushes, RUBBERSET Nail Brushes, RUBBERSET Combs, RUBBERSET Toothbrushes, RUBBERSET Hair Brushes, RUBBERSET Face Brushes and other famous RUBBERSET products.

RUBBERSET TOOTH BRUSH



CONFIDENCE

Only confidence could prompt you to buy the first jar of this delightful "cream of flowers" but when you once try it, remembering its true worth, you will cling to it then like some old-time friend whom you know.

The name ELCAYA represents a standard of honor which is loyally upheld by every American druggist and back of that name is a guarantee of quality and purity which is fortified by an unrivalled reputation among well-groomed women everywhere.

Creme Elcaya makes the skin like velvet, keeps it soft, clear—makes its texture refined and lovely. If applied night and morning, it fortifies against sunburn, preventing irritation, soothes the skin, keeps it cool and comfortable. ELCAYA doesn't cost any more than the best of the ordinary creams and it assures you a complexion that will be admired by all on every occasion. Demand the best, ask for ELCAYA. Trial size jar by mail 10c in parcel post stamps.

All Dealers, Nation-Wide, Sell ELCAYA

CREME ELCAYA, CERAT ELCAYA, SAVON ELCAYA, POUDRE ELCAYA

Let Us Send You This Trial Package

of ELCAYA Rice Powder by return mail, exactly the size pictured here. You have never seen anything like it before—an absolutely sterile Rice Powder—packaged without the powder being touched by human hands. It serves every purpose better than the finest talcum and equals in effect the highest grade face powder.

ELCAYA RICE POWDER

"Scented and Unscented"

The "scented" is like an old fashioned garden of flowers. It gives the complexion that well-groomed effect without showing the slightest trace on the skin—it positively does not cause the shiny appearance common to talcum. After the bath, it gives that clean, natural, comfortable feeling so much sought—so hard to obtain.

The "unscented" is used in the nursery to keep baby's skin cool, prevent chafing, rash, prickly heat. It does not cake on the skin or crinkle like the talcum. It is absolutely safe—free from contamination—the acme of purity and quality. Like all other ELCAYA toilet helps, it is the best your money will buy. Enclose 10c in parcel post stamps to pay mailing charge.

James C. Crane, Sole Agent, 108 Fulton Street New York

James C. Crane, 108 Fulton Street New York

Dear Sir:—

I enclose 10 cents in parcel post stamps to pay mailing charges on the trial size package of ELCAYA Rice Powder advertised—June 8, SEMI-MONTHLY MAGAZINE

Scented Unscented

My Name

Street Address

Town State

My Druggist state Scented or Unscented.

